

FROM REP OCT23/12 18.21
CHANGES ** WFSB-TV ***

CONTRACT TOTAL	96400.00
TOTAL SPOTS	64

MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS,PLAN,SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision 499193 /		Alt Order # 06381696
Product LINDA MCMAHDN 4 SENA		
Contract Dates 10/23/12 - 10/29/12		Estimate # 1514
Advertiser McMahon for Senate		Original Date / Revision 10/24/12 / 10/24/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	10/23/12	10/26/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$1,200.00			
2	WFSB	10/23/12	10/26/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$1,200.00			
3	WFSB	10/23/12	10/26/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$800.00			
4	WFSB	10/23/12	10/26/12	9am-10am	9am - 10am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$500.00			
5	WFSB	10/23/12	10/26/12	11a-12p Price is Right	11am - 12pm		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$750.00			
6	WFSB	10/23/12	10/26/12	M-F CBS Soaps	1230-2p		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				6	\$300.00			
7	WFSB	10/23/12	10/26/12	M-F The Talk	2-3p		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$200.00			
8	WFSB	10/23/12	10/26/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$950.00			
9	WFSB	10/23/12	10/26/12	Eyewitness News	5:30pm - 6pm		:30			NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$1,800.00			
10	WFSB	10/23/12	10/26/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$2,100.00			
11	WFSB	10/23/12	10/26/12	Inside Edition	7pm - 7:30pm		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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333 Capital Blvd
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<u>Contract / Revision</u>	<u>Alt Order #</u>
499193 /	06381696

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	LINDA MCMAHON 4 SE	1514

<u>Advertiser</u>	<u>Original Date / Revision</u>
McMahon for Senate	10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -TWTF-- 4 \$1,500.00												
12	WFSB	10/23/12	10/26/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	4	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -TWTF-- 4 \$1,500.00												
13	WFSB	10/23/12	10/26/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	4	\$3,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -TWTF-- 4 \$950.00												
14	WFSB	10/23/12	10/28/12	Eyewitness News	11PM - 11:35PM		:30			NM	4	\$7,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -T-TF-S 4 \$1,900.00												
15	WFSB	10/23/12	10/23/12	NCIS	8pm-9pm		:30			NM	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -1----- 1 \$7,000.00												
16	WFSB	10/23/12	10/23/12	Vegas	10pm - 11pm		:30			NM	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -1----- 1 \$7,000.00												
N 17	WFSB	10/24/12	10/24/12	Survivor	8pm - 9pm		:30			NM	1	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 --1----- 1 \$6,000.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WFSB 10/22/12-10/28/12 Survivor 8pm - 9pm ---W----- :30 \$6,000.00 NM See MG 17.2 2 WFSB 10/29/12-10/29/12 Hawaii 5-0 10pm - 11pm M----- :30 \$6,000.00 NM Ⓜ MG for 17.1 10/24												
18	WFSB	10/25/12	10/25/12	Big Bang/2.5 Men	8pm - 9pm		:30			NM	1	\$8,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---1--- 1 \$8,500.00												
19	WFSB	10/26/12	10/26/12	NCIS	8pm - 9pm		:30			NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1- 1 \$5,000.00												
20	WFSB	10/27/12	10/27/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1- 1 \$500.00												
21	WFSB	10/27/12	10/27/12	SA 8-9p Prime	8pm - 9pm		:30			NM	2	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----2- 2 \$2,500.00												
22	WFSB	10/29/12	10/29/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 1----- 1 \$1,200.00												
23	WFSB	10/29/12	10/29/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 1----- 1 \$800.00												
24	WFSB	10/29/12	10/29/12	9am-10am	9am - 10am		:30			NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 1----- 1 \$500.00												
25	WFSB	10/29/12	10/29/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 1----- 1 \$750.00												
26	WFSB	10/29/12	10/29/12	M-F CBS Soaps	1230-2p		:30			NM	2	\$600.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	2-----				2	\$300.00			
27	WFSB	10/29/12	10/29/12	M-F The Talk	2-3p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$200.00			
28	WFSB	10/29/12	10/29/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$950.00			
29	WFSB	10/29/12	10/29/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$2,100.00			
30	WFSB	10/29/12	10/29/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,500.00			
31	WFSB	10/29/12	10/29/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,500.00			
32	WFSB	10/29/12	10/29/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$950.00			
33	WFSB	10/29/12	10/29/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,900.00			
Totals											64	\$96,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	50	\$77,450.00	\$65,832.50
10/29/12 - 10/29/12	14	\$18,950.00	\$16,107.50
Totals	64	\$96,400.00	\$81,940.00

Signature: _____ Date: _____

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